



What goes on inside a large bank?

MANY individuals and corporations fail to benefit fully in the use of their banking connections, because of their unfamiliarity with the many features of banking service and their application to specific requirements.

Banking, in the popular sense of receiving and paying money and making loans, is only one of the functions of a company like The Equitable. The ideal relationship between banker and depositor is as personal and confidential as that between lawyer and client.

In becoming a depositor of The Equitable, we want you to look upon us as a group of business counsellors, sincerely interested in your success.

We want to help you develop your business, invest your savings safely and profitably, build your estate, relieve you of its care and management and finally, administer and conserve your estate for the benefit of your family. We want you to feel free to consult

us about your financial plans and problems.

On this page are mentioned, very briefly, some of the more important features of *Equitable Service*. They are conveniently available at each of our three New York City offices whose addresses are given below.

An officer will be glad to explain our service in detail, or a copy of "*Equitable Service*" will be sent upon request.

American Bankers' Association

TO THE DELEGATES attending the Convention of the American Bankers' Association, the Trustees and Officers of The Equitable extend a cordial welcome and an invitation to make use of the facilities of this company in any way possible during their stay.

THE EQUITABLE TRUST COMPANY OF NEW YORK

37 WALL STREET

UPTOWN OFFICE: Madison Avenue at 45th St.

COLONIAL OFFICE: 222 Broadway

FOREIGN OFFICES

LONDON: 3 King William St., E.C.4
PARIS: 23 Rue de la Paix
MEXICO CITY: 48 Calle de Capuchinas

DISTRICT REPRESENTATIVES

PHILADELPHIA: Land Title Building
BALTIMORE: Calvert and Redwood Sts.
CLEVELAND: 629 Euclid Avenue
CHICAGO OFFICE: 29 South La Salle St.
SAN FRANCISCO: 485 California Street

Total Resources Over \$310,000,000



Banking Service

WE OFFER every facility of a commercial national bank. Interest is paid on daily checking balances; and certificates of deposit, bearing higher interest rates, are issued for surplus funds.



Business Counsel

OUR OFFICERS are essentially business men who will give you the benefit of their practical knowledge gained from contact with manufacturing and commercial enterprises of many kinds.



Credit and Research Service

WE WILL endeavor to obtain information regarding the financial status of firms or individuals, and to supply you with information on business conditions or matters of business organization.



Safe Deposit Service

THE EQUITABLE Safe Deposit Company provides, in each of our New York Offices, safe deposit boxes and vaults in which you may keep securities, insurance policies, deeds, will and other valuables.



Foreign Service

WE OFFER every international banking facility. Our offices in London, Paris and Mexico City are complete banking units and our foreign correspondents, numbering over 10,000, cover the world.



Safe Keeping Service

WE CAN relieve you of the care of your investments, holding your securities, collecting income and preparing ownership certificates. We act, in effect, as financial secretary and investment custodian.



Foreign Travel Service

OUR PARIS OFFICE maintains a Foreign Travel Service Bureau to relieve our clients of many troublesome travel details. The E. T. C. Dollar Letter of Credit is known and honored throughout the world.



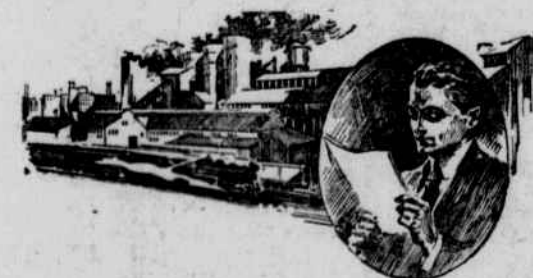
Individual Trust Service

WE ACT as executor, trustee or administrator, combining the personal interest of an individual with the special knowledge, financial responsibility and perpetual existence of a trust company.



Investment Service

OUR Bond Department will help you to invest safely and profitably, and to suit your investments to your individual business or personal requirements. You may consult our specialists without charge.



Corporate Trust Service

WE ACT as trustee under mortgages and deeds of trust, securing bond issues; as depository under protective agreements or reorganization plans; as assignee or receiver and as fiscal agent.



Income Tax Service

WE WILL assist you in the preparation of your income tax returns and will furnish you with available information regarding Federal, State and Municipal taxes upon request.



Service to Banks and Bond Houses

DIRECT representatives are located in Philadelphia, Baltimore, Cleveland, Chicago and San Francisco, making *Equitable Service* directly available to banks and bond houses in those districts.